



Q3-2025 San Diego County Community Advisory Committee

Thursday, September 11, 2025



How to Choose a Language Using Zoom's Interpretation Feature



For Computer Users:

1. **Locate the icon:** Look for a **world icon** or a **"More"** icon (three dots) in your meeting's toolbar.
2. **Click the icon:** Click on the icon to open the interpretation menu.
3. **Select a language:** From the pop-up menu, choose the language you want to listen to.
4. **Adjust settings (optional):** You may see an option to "Mute Original Audio" to hear only the interpreter.



For Mobile App Users (Smartphone or Tablet):

1. **Tap the three dots:** In the meeting, tap the **"More"** icon (three dots) to open the menu.
2. **Find Language Interpretation:** Select "Language Interpretation" from the options.
3. **Choose your language:** Tap on the language you wish to hear.
4. **Apply:** Tap "Done" to apply your selection and hear the interpreter.

Important Notes:

- To participate, you must be connected to the audio via a computer or the mobile app, not by telephone.

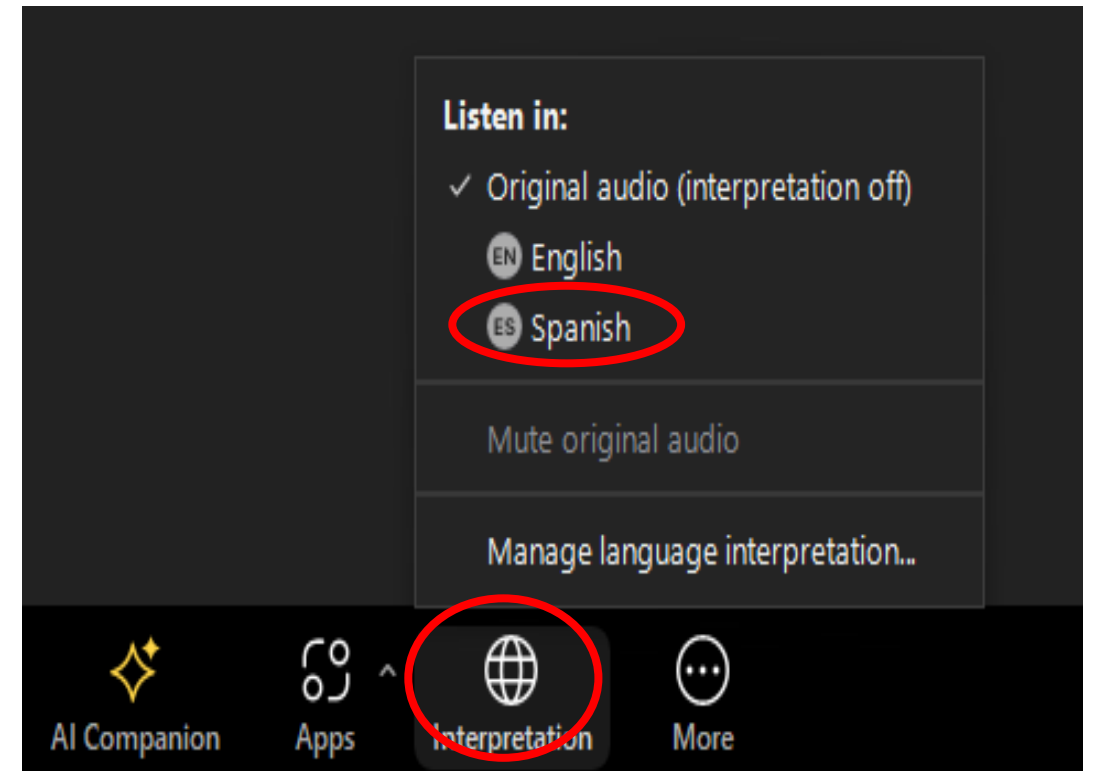
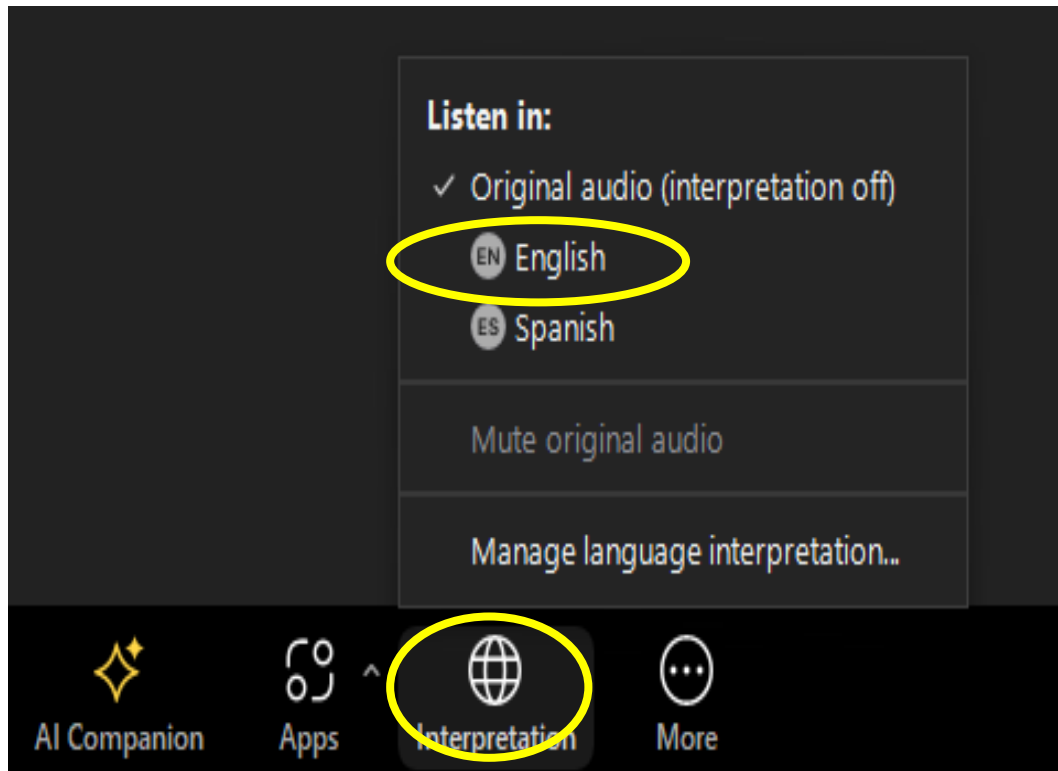
Select your language | Selecciona tu idioma

For English Only

- Click on the interpretation icon and select English

Solo para-Español

- Haz clic en el icono de interpretacion, selecciona Espanol y silencia el audio original.



Committee Members

Aidee Roman 211	Leticia Zuno Access to Independence
Member A	Member D
Chris Almeida New Provider Representative San Diego American Indian Health Center (FQHC)	Member E
Member B	Rick Ochocki National Alliance Mental Illness
Eygiel Limbo- Absent New Community Based Organization Representative Promise2Kids Rashida Elimu, Director of Programs Promise2Kids	Member F
Jack Dailey Consumer Center for Health Education and Advocacy Legal Aid Society of San Diego, Inc.	Member G
Member C	

Agenda

Blue Shield Promise Updates

Recap of Q2-2025

Appeals and Grievance Report

Relay Network

Culturally Linguistic Appropriate Services (CLAS)

Ombudsman Updates

Open Discussion





Blue Shield Promise Health Plan Updates

Blue Shield Promise Health Plan Updates



Birthing Care Support

Essential products for newborns and birthing populations



Youth Wellness & Resiliency

Boys and Girls Club Membership



Workforce Development

Medical Assistants Training Program Scholarships



Save the Date – Leading the Way Awards

An evening of celebration to recognize the achievements of our Providers and Community Partners who serve the Medi-Cal population through inspiring leadership, innovation, and community engagement.

Thursday, November 13, 2025
5:00 – 8:00 pm
Prado in Balboa Park





Recap of Q2-2025 Meeting

Recap of Q2-2025

Customer Service 101

- We discussed member support services with a focus on language services.
- We shared the different types of languages services available to members and how to request those services.
- We listened to a mock call to help us better understand the step-by-step process to request interpreter services.

New Value-Added Benefits for Moms and Babies

- We explained a value-added benefit is an approved service offered in addition to the standard Medi-Cal benefits.
- In Q4-2023, when Blue Shield Promise introduced the new GEDWorks benefit, we asked the CAC what other types of value-added benefits we should offer.
- The CAC said additional support for moms and newborns is a top priority.
- This feedback was shared with internal teams who have since developed a new value-added benefits package for birthing populations and newborns.



Appeals and Grievance Report

What is a grievance and appeal?



A grievance (or complaint) is when you have a problem or are unhappy with the services you are receiving from Blue Shield Promise Health Plan or a provider. All grievances (complaints) are responded to both verbally and in writing.

An appeal is a request for us to review and change a decision we made about your service(s). If we sent you a Notice of Action (NOA) letter telling you that we are denying, delaying, changing or ending a service(s), and you do not agree with our decision, you can ask us for an appeal. Your Primary Care Provider (PCP) or other provider can also ask us for an appeal for you with your written permission.



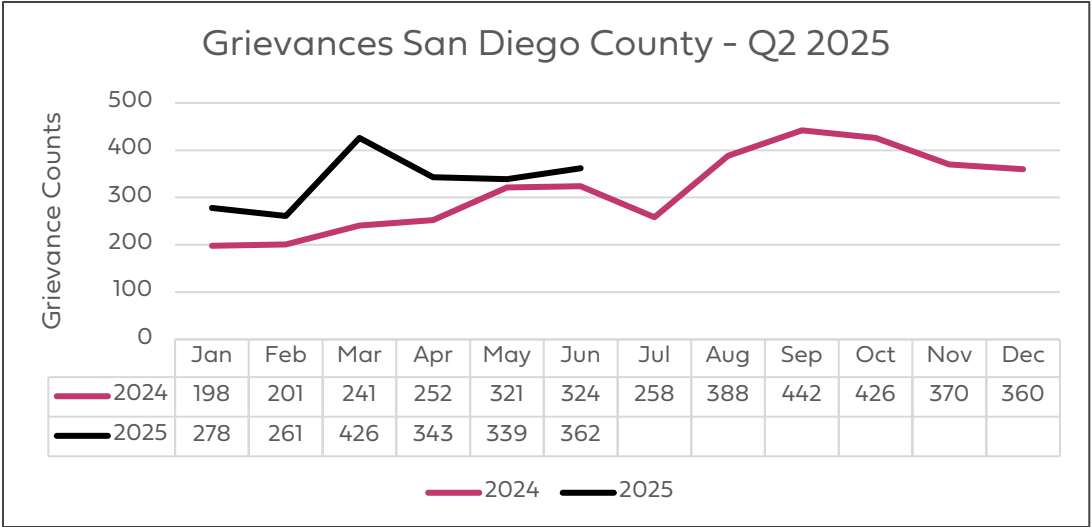
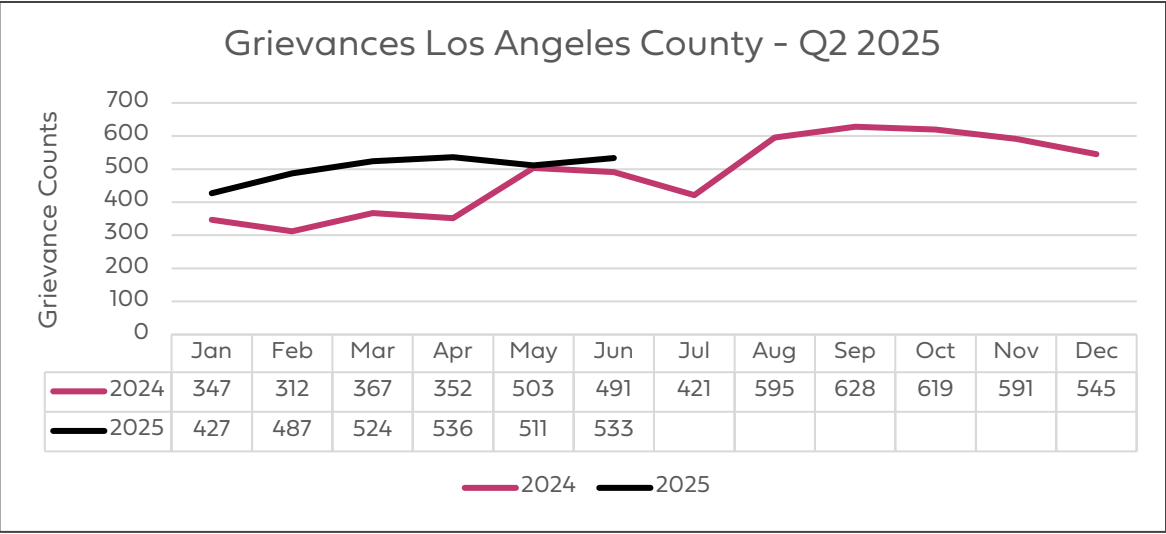
You may submit a grievance or an appeal online, by phone, by mail, or in person.

				
• Submit online grievance form • Submit online appeal form • Website: https://www.blueshieldca.com/memberwebapp/bscphp/grievance-medical	• Call Blue Shield Promise Monday through Friday from 8 a.m. to 6 p.m. • Los Angeles ○ (800) 605-2556 ○ TTY: 711 • San Diego ○ (855) 699-5557 ○ TTY: 711	• Download an appeal and/or grievance form in your preferred language and mail the form to Blue Shield Promise at Appeals and Grievance Department, 3840 Kilroy Airport Way, Long Beach, CA 90806	• Download an appeal and/or grievance form in your preferred language and fax the form to Blue Shield Promise at (323) 889-2228	• Fill out a grievance or an appeal form available at your healthcare provider's office.

Grievances

Top 3 reasons why members filed a grievance

- 1. Access- 53% of total grievances**
 - Specialist access to care
 - Primary Care Physician (PCP)
 - Transportation
- 2. Customer Service / Plan Administration- 28% of total grievances**
 - Dissatisfaction with the quality of service provided by the Plan or Providers
- 3. Billing/Financial- 9% of total grievances**
 - Dissatisfaction with balance billing, claim denials, and coinsurance

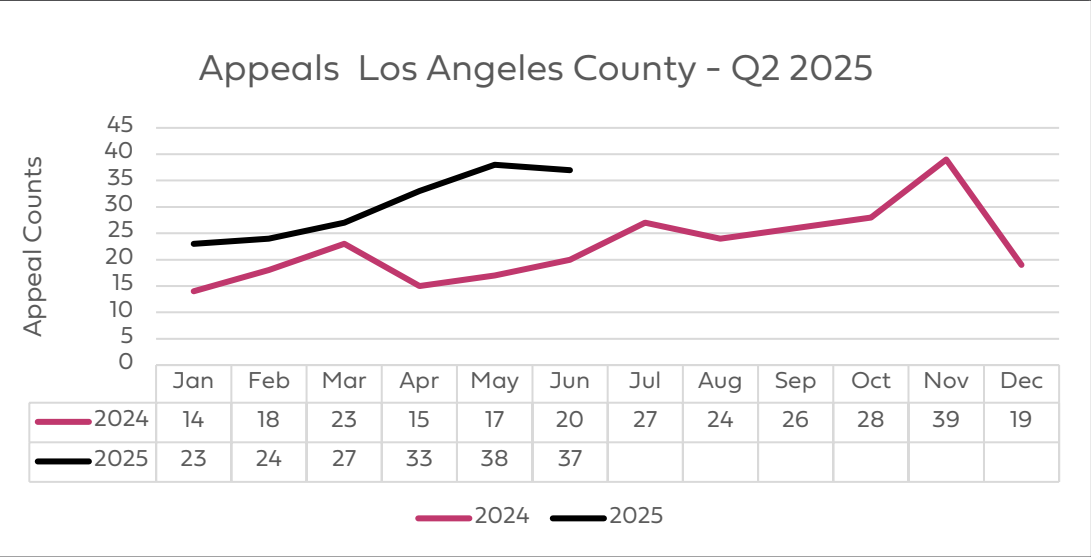


Appeal

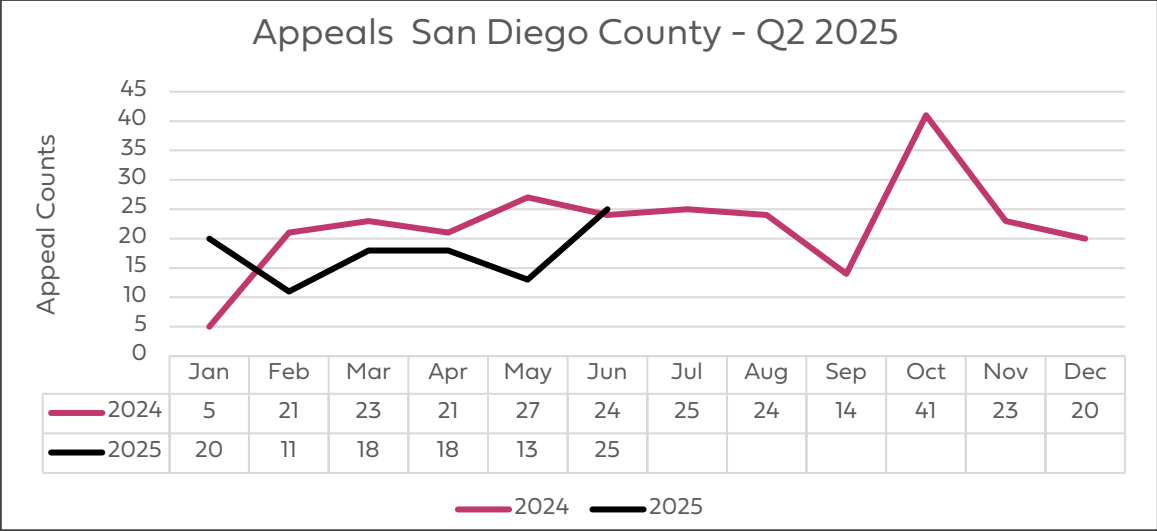
Top 3 reasons why members filed an appeal

- 1. **Medical Necessity - 80% of total appeals**
 - The medical treatments for specialty care were not approved during the prior authorization process.
 - Request for treatment with out, of network, providers, services, available within the network.
- 2. **Non-Covered Services - 10% of total appeals**
 - Appeals for treatment requested that is not a covered benefit
- 3. **Billing/Financial - 8% of total appeals**
 - The member received a bill for a services received

14% of cases were solved for members in LA county Q2 '25.



19% of cases were solved for members in SD county Q2 '25.



Discussion Questions



1. What questions do you have about the appeals and grievance process?

2. What kind of information is most helpful about appeals and grievances?





Relay Network

A web-based, mobile optimized member communications channel

Relay is a tool that shares short, easy-to-understand health tips made just for each person. It helps people stay healthy and get the care they might be missing.

- HIPAA and TCPA compliant platform
- Distributed through mobile phone numbers (no app needed)
 - 88,387 available for initial launch



Relay Network

Launch 9/4 with content and short videos that are created and approved by Blue Shield of California and Blue Shield Promise

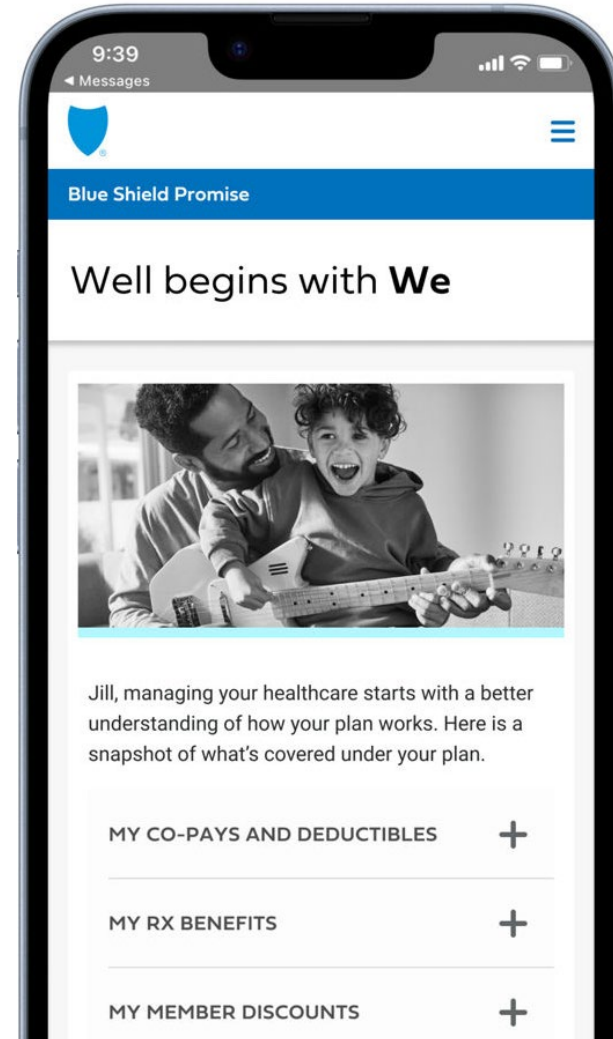
Editorial calendar will support care gaps and business health education priorities.

In-Scope

- General health messages
- Benefits education
- Health education
- Plan information
- Health risk assessment
- Care gaps
- Access to care
- Episodic events, i.e. wildfires

Out of scope

- Sales related
- Incentive based



A pre-launch email will be sent 9/3 to introduce the program

Los Angeles

Look for a text coming from
<Blue Shield Promise Health Plan>

 
Promise Health Plan



Tap into
personalized
health updates



Look out for a text message from
<BlueShieldPromise> at 21867 in the
coming days. Click the link, and it will
take you to your own private, secure
health news feed on your smartphone.

San Diego

Look for a text coming from
<Blue Shield Promise Health Plan>


Promise Health Plan



Tap into
personalized
health updates



Look out for a text message from
<BlueShieldPromise> at 21867 in the
coming days. Click the link, and it will
take you to your own private, secure
health news feed on your smartphone.

Body of email for members

Your health news feed delivers useful updates tailored just for you. This includes screening reminders, cost-savings tips, and other benefit information.

- ✓ There's no app to download.
- ✓ We use a secure communication platform, so your information is protected
- ✓ We don't charge fees for this service. Standard message and data rates may apply.

Onboarding journey will span over 45 days with various educational and plan messaging

• Day 1:

- Welcome to your Blue Shield of California feed
- Your Blue Shield digital member ID
- Download the Blue Shield app
- Health services for kids and young adults

• Day 15:

- Schedule your initial health appointment
- When to visit urgent care
- Disease Management Program

• Day 30:

- Improve your physical and mental health
- Find help near you
- Get your GED with the GEDWorks program at no cost

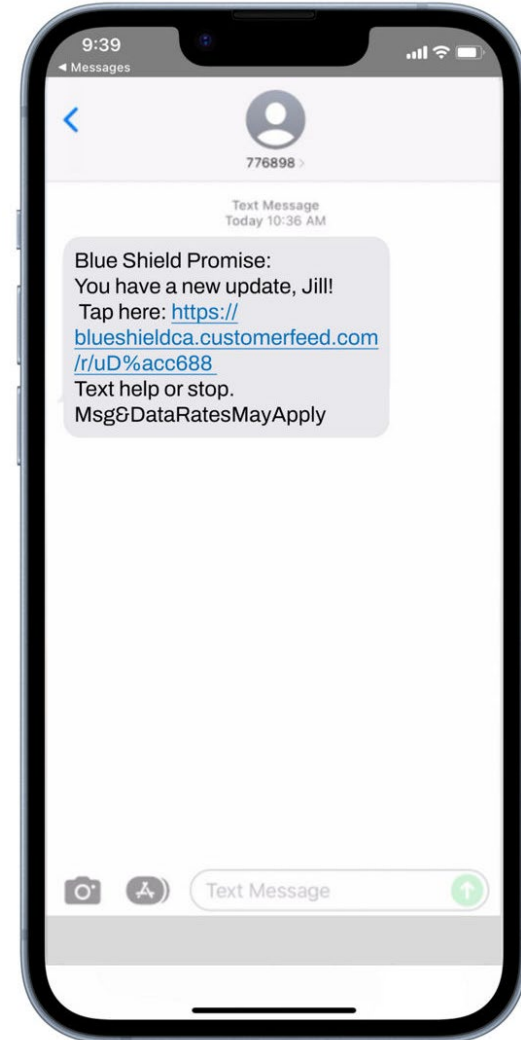
• Day 45:

- We're here to support you
- Renewing your Medi-Cal coverage

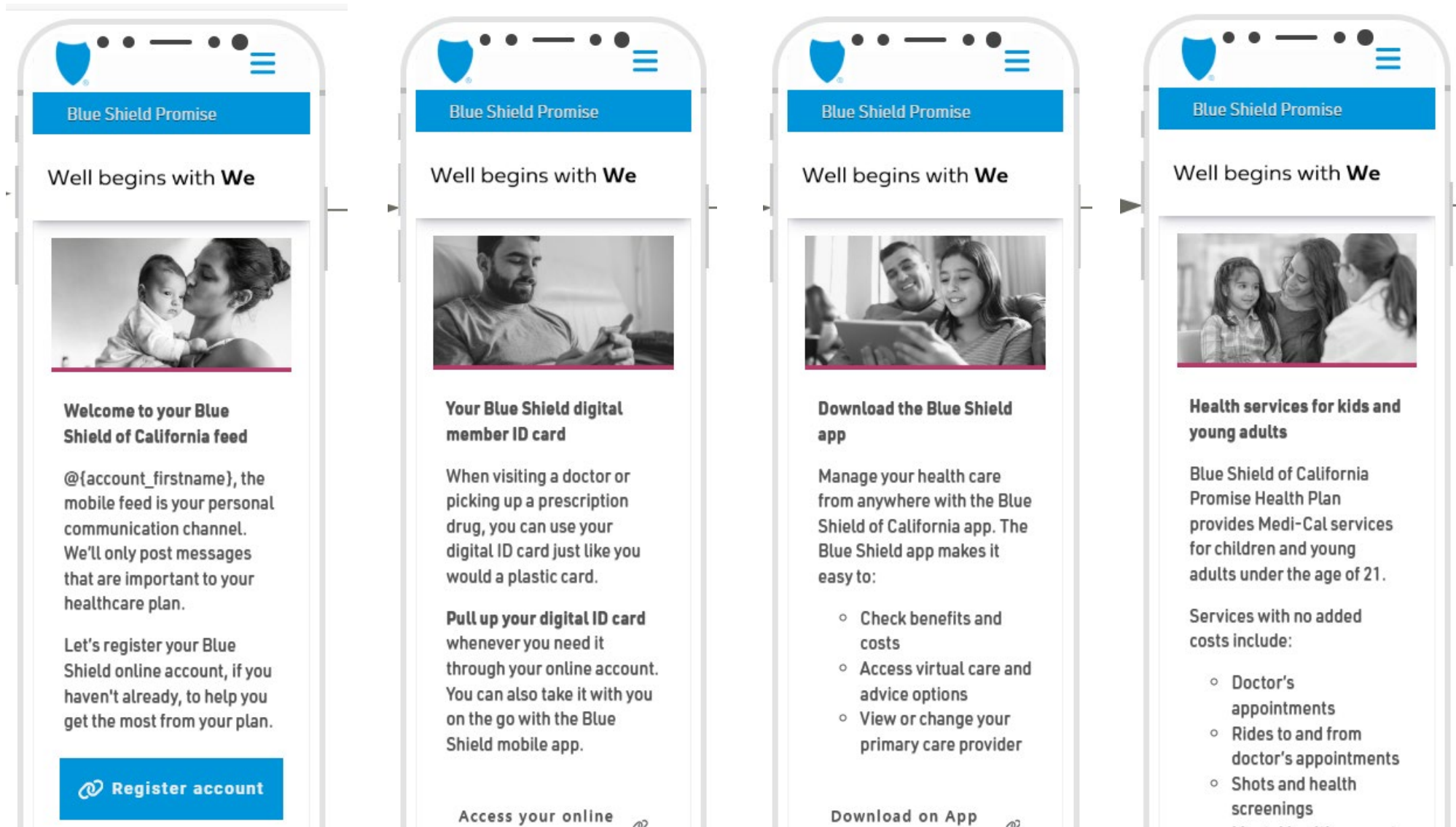
On 9/4members will receive an invitation to participate via text

Members will be processed in batches

- 1 We're uploading a big list and checking mobile numbers. It includes everyone unless they said they don't want to be part of it
- 2 Member receives text message with link to relay feed.



Day 1: Feed introduction, digital ID card and app download



Day 15: Wellness visit, urgent care and disease management



Blue Shield Promise

Well begins with **We**



Schedule your initial health appointment

@{account_firstname}, your Medi-Cal plan can help you find a primary care physician (PCP) for annual checkups, routine medical needs, and health screenings.

Tip: If you are new to your plan, schedule a preventive care visit with your PCP, also known as an Initial Health Appointment (IHA). The state requires this to be done within 120 days of your enrollment.



Blue Shield Promise

Well begins with **We**



When to visit urgent care

If you need immediate care but it's not an emergency, an urgent care center may be the right choice. Visit an urgent care center if:

- Your condition is not life-threatening
- Your primary care provider (PCP) is unavailable
- It's after regular office hours

To find an urgent care center in your network, click on Find a doctor, then select



Blue Shield Promise

Well begins with **We**



Disease Management Program

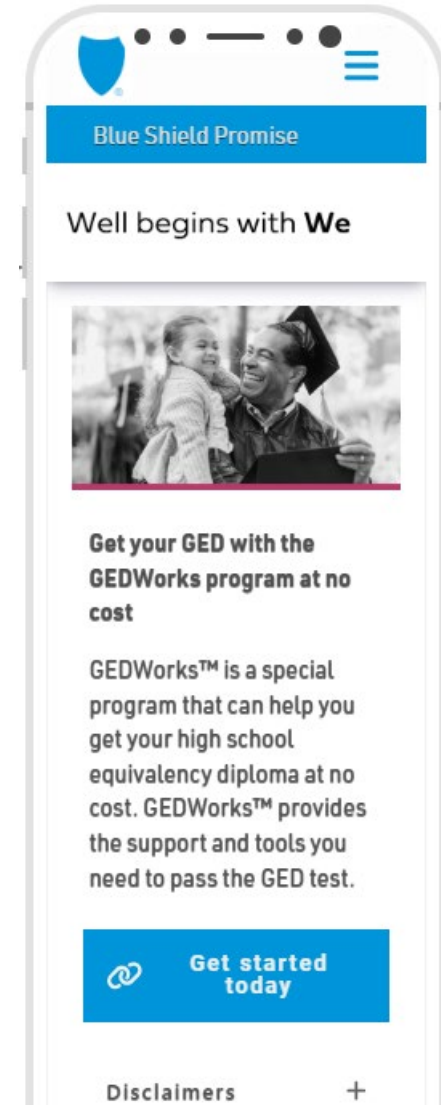
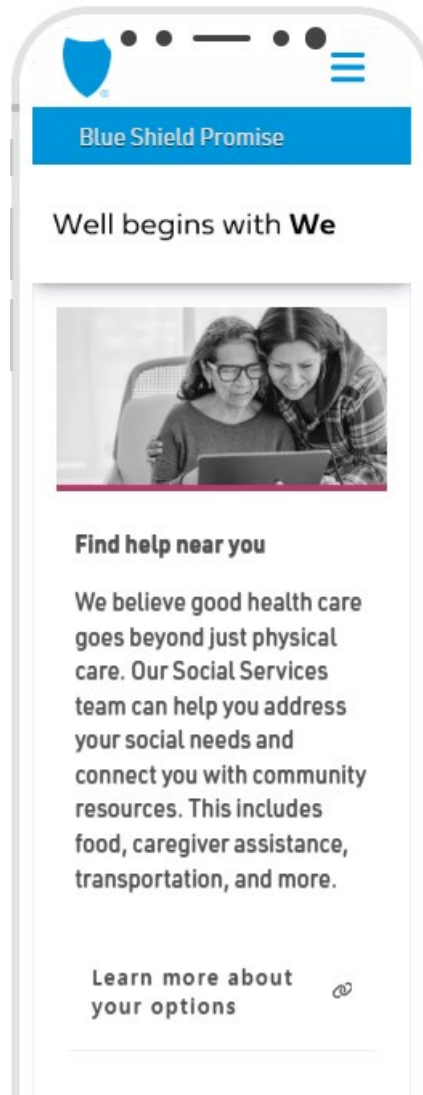
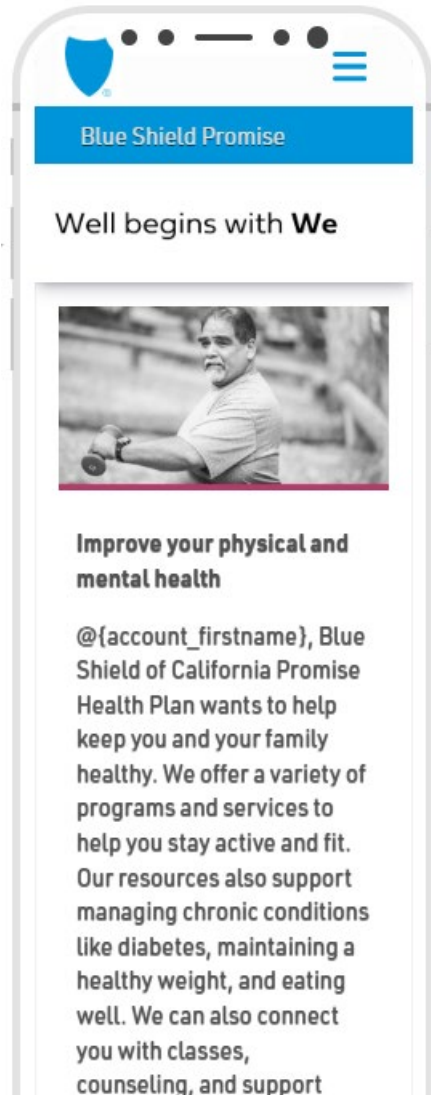
When your health care becomes difficult, we are here to help.

Blue Shield of California Promise Health Plan's Care Management team can help at no cost to you. They can help you by answering questions, managing your health needs, and scheduling care with your doctor.

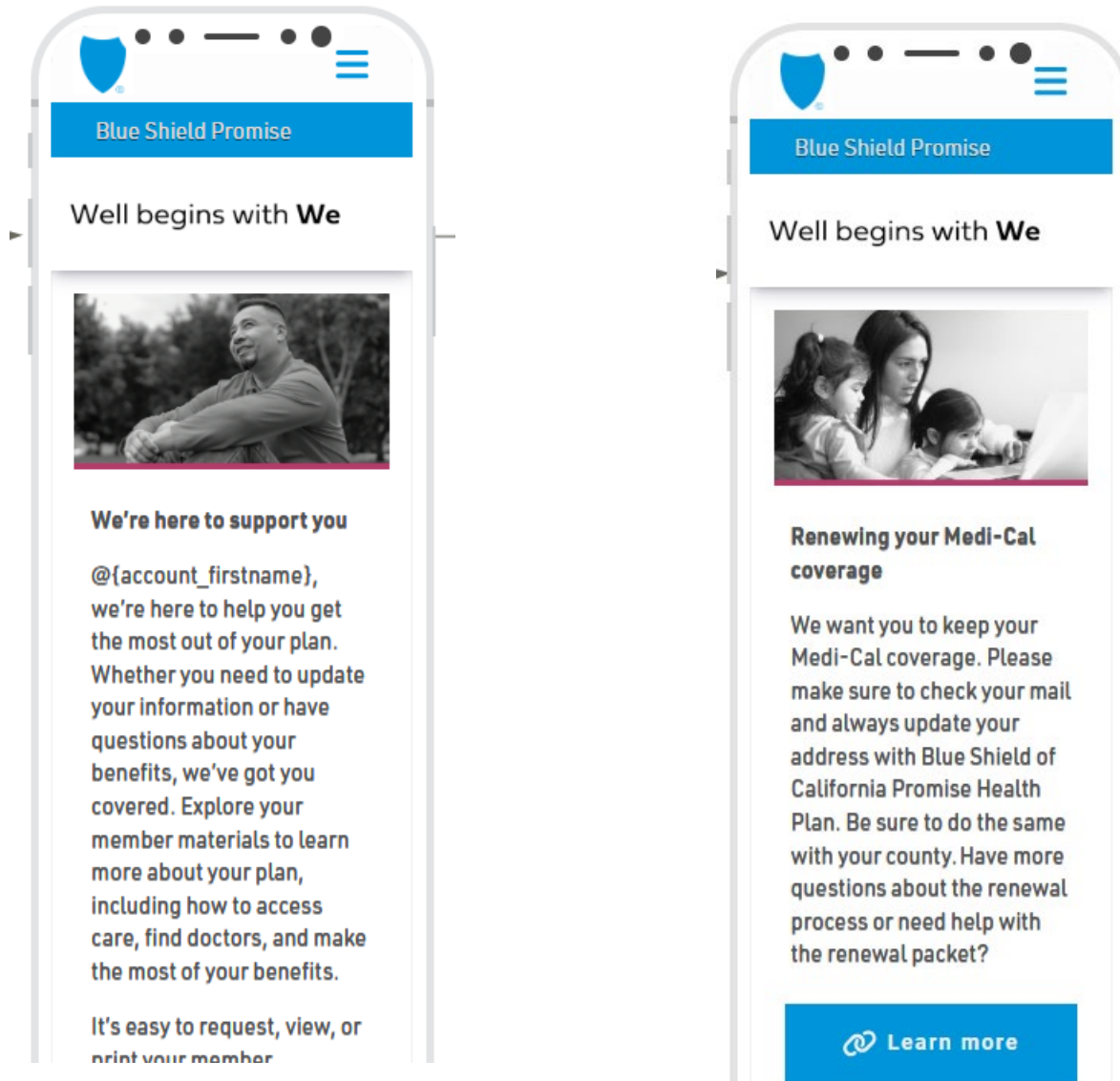
[? Learn more](#)



Day 30: Physical and mental health, find help and GED resources



Day 45: We're here to support and renewing Medi-Cal



To reach more members a buck slip will be included in the Welcome Kit



blue
california
Promise Health Plan

Get personalized health updates on your phone

Introducing a new way to manage your health and use your benefits better. Our secure member health news feed delivers useful updates via text message. These are tailored just for you. There is no app to download or fees for this service. Standard message and data rates may apply.



Get started
Scan the QR code and enter your information. Learn more about this service at blueshieldca.com/promisefeed

Blue Shield of California Promise Health Plan is an independent licensee of the Blue Shield Association
<Material ID>



blue
california
Promise Health Plan



L.A. Care
HEALTH PLAN

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Introducing a new way to manage your health and use your benefits better. Our secure member health news feed delivers useful updates via text message. These are tailored just for you. There is no app to download or fees for this service. Standard message and data rates may apply.



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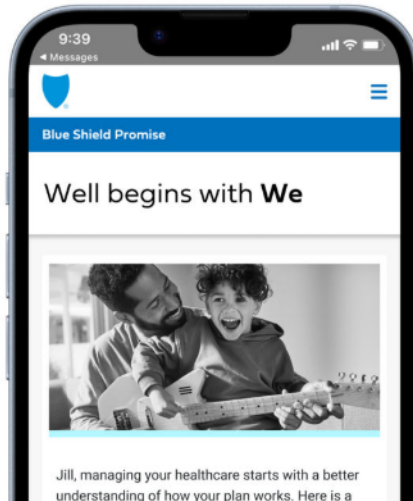
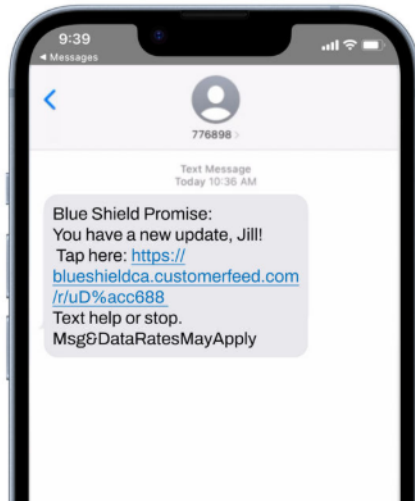
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They will be prompted to complete the sign-up page

Get personalized health updates on your phone

Manage your health and use your benefits better with the Blue Shield of California Promise Health Plan health news feed. Our secure health news feed sends useful updates just for you. There isn't an app to download. We will send you a text message that lets you view personalized information on your phone.



How can I access this health news feed?

Once or twice a month, Blue Shield Promise will send you a text message when there are helpful items to read about your health care and plan. Some health news feed items may include member benefits. Others may include cost-saving tips and friendly reminders about annual screenings.

You can opt out from text messages at any time.

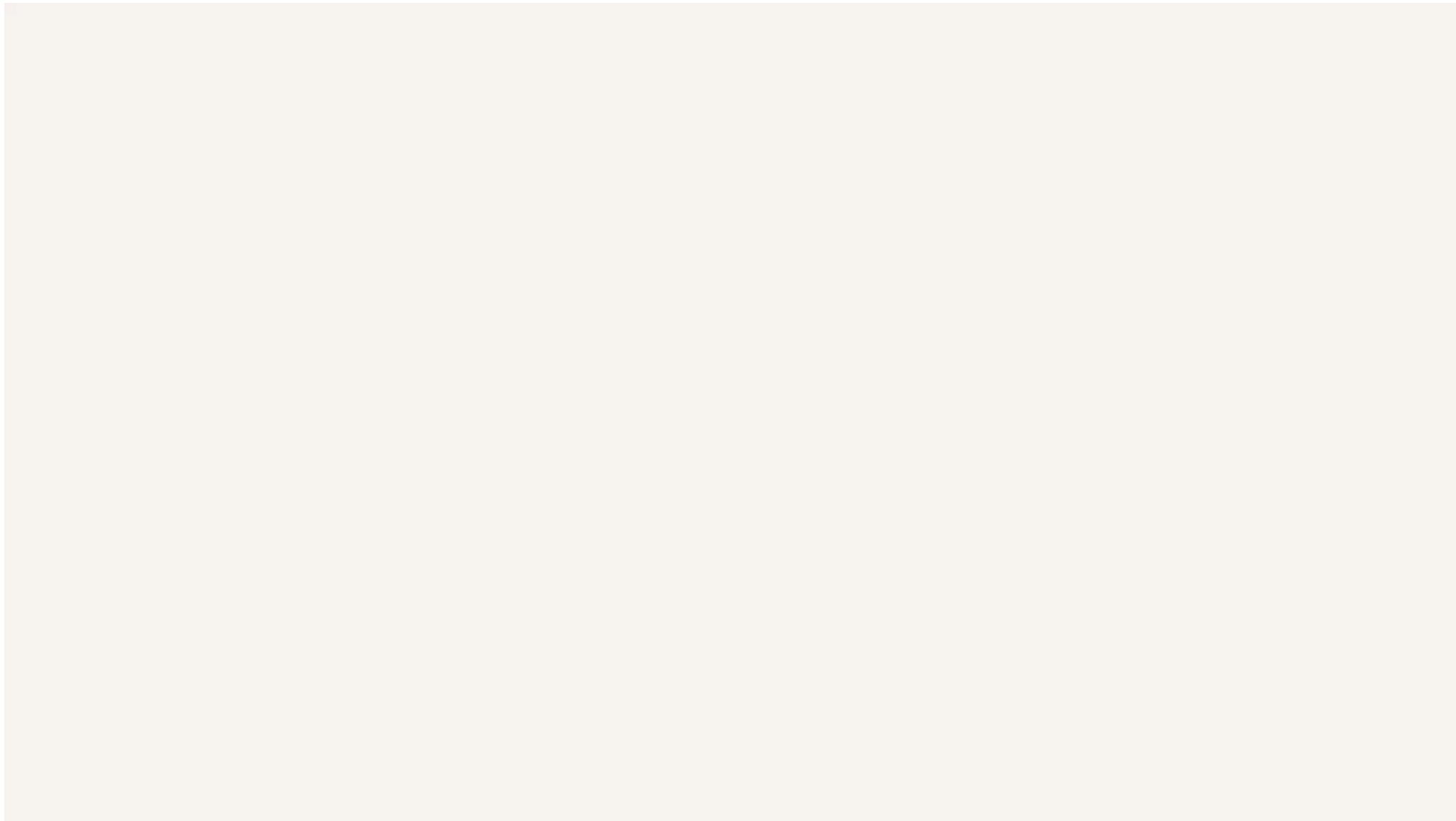
Who's eligible?

Current Blue Shield of California Promise members can enjoy this service.

Is my member data secure?

We use a HIPAA-compliant communication platform. Your information is always secure.

Sign up



Questions

1

What did you find most useful about this?

Would you enroll to receive this information?

2

How many times each month do you want to get health tips?

3

What health topics do you want to learn more about?





Culturally and Linguistically Appropriate Services (CLAS)

Culturally and Linguistically Appropriate Services (CLAS)

What is CLAS?

- Services to help make health care better and fairer for everyone:
 - Offer clear, respectful care and services
 - Understand and respond to members' cultures and health beliefs
 - Ensure we communicate effectively
 - Easy to understand language
 - Language services (interpreters and translations)

What are we doing?

- Learn about our members needs (language, culture, disability)
- Find out if our doctors meet the needs of our members
- Track use of interpreters and information that is translated
- Track member complaints when we fall short in providing culturally and linguistically appropriate care



Updates on CLAS feedback

Your feedback	Updates
Members want to feel understood by their doctor. - On-going member communication (digital and print format) about interpreter services: - Create and translate flyers on interpreter services for clinics and community settings - Produce short videos on interpreter services and how to access them	- Required training for doctors on providing culturally competent health care - Continue to promote interpreter services to members in: - Newsletter: Twice a year - Blue Shield Promise member website - Member Handbook - We'll explore possibility of flyers and videos

We need your feedback



- When we know our members better, we can provide them with the best possible care that meets their needs.
- We would like to know their race, ethnicity, language, sexual orientation and gender identity. This information will help us:
 - Create programs based on members' needs and
 - Better understand if our contracted providers can meet the needs and preferences of our members. For example, are there enough Spanish-speaking heart doctors for our Spanish-speaking members?
- Some people may not feel comfortable answering questions about race, ethnicity, language, sexual orientation and gender identity.
 - How do you suggest we ask for this type of information?
 - Would it be helpful if we explained why we are asking for this information and how it will be kept private?
 - Would you prefer to add the information directly on a form or give the answers to a health plan representative, who would then enter it on your behalf?



Ombudsman Report



Appendix A: Standing Reports

Standing Reports-Membership & Interpreter Services

Membership

Region	Membership
Los Angeles	374,870
San Diego	185,815
Total	560,685

Refresh Date = 9/1/2025

Telephonic Interpreter Services

Requested Languages– Q2 2025			
#	Language	Total	Percent of Calls
1	Spanish	13,302	62%
2	Haitian Creole	1,398	6.50%
3	Mandarin	945	4.40%
4	Russian	865	4.00%
5	Armenian	682	3.20%
6	Vietnamese	628	2.90%
7	Arabic	584	2.70%
8	Tagalog	385	1.80%
9	Korean	365	1.70%
10	Farsi	353	1.60%
11	Dari	317	1.40%
12	Cantonese	312	1.50%
13	Pashto	243	1.10%
14	Other languages	1,076	5%
	Total	21,455	100%



Appendix B: Key Contacts

Blue Shield Promise Contacts

Topic Area	Name	Title	E-mail
Community Advisory Committee	Araceli Garcia	Program Manager, Consultant, Community Programs	Araceli.Garcia@blueshieldca.com
Blue Shield Promise Questions	Sandra Rose	Senior Director, Community Programs	Sandra.Rose@blueshieldca.com
Blue Shield Promise Questions	Jennifer Schirmer	Vice President, Medi-Cal Growth and Community Engagement	Jennifer.Schirmer@blueshieldca.com



Thank you



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